

Minor League Baseball City of Sugar Land



Background

Background

- City of Sugar Land Established a Vision for an Entertainment District Over a Decade Ago
- Goal 9 of City Comprehensive Plan:
 - *When possible design and establish active recreational facilities as premier destinations for sporting events.*

University of Houston

- 2005: Execution of Ground Lease with the University of Houston System at Sugar Land (UHSS)
 - \$3.5 Million
 - 100 Years
 - 52 Acres
- Outlined Entertainment Facilities such as Minor League Baseball as Allowable Uses with Higher Education Purpose

2007: Visioning Task Force

- May 2007: Visioning Task Force Created by Resolution No. 07-15
 - *Develop Community Vision & Plan for ~1,000 Acres of Undeveloped Land Along US 59 Corridor*
- July 2007: Final Visioning Statement Delivered to City Council by Task Force

Visioning Statement

This land presents a unique opportunity for collaboration between public & private entities to create an integrated mixed-use urban destination. The development should reflect distinctive architectural character & promote a pedestrian feel in a multi-modal environment. It is envisioned to be a place to live, work, learn, play & visit.

Visioning Statement...cont'd

This should be a regional employment center with a wide variety of recreational, educational, & entertainment venues for everyone including performing & cultural arts & sports facilities, as well as a conference center with full service hotel amenities. Nature, open space & water help define the development. The plan should also ensure connectivity to other key locations throughout the City.

Recommended Projects

• The Vision Task Force Recommended Pursuing the Following Entertainment Projects:

- ♥ Festival Site
- ♥ Indoor Concert Venue
- ♥ Minor League Ballpark
- ♥ Cultural Arts Venue
- ♥ Hotel / Convention Center

Development Criteria

- Projects Cannot Impact Residential Property Tax Base
- Projects Cannot Degrade Quality of Life with Regards to:
 - ♥ Noise
 - ♥ Lighting
 - ♥ Traffic
 - ♥ Public Safety

November 2008 Election

• Voters Approved the Following Four Ballot Propositions:

- ♥ SLDC Funds: Minor League Baseball
- ♥ SLDC Funds: Indoor Concert Venue
- ♥ Venue Taxes: Minor League Baseball
- ♥ Venue Taxes: Indoor Concert Venue

Average Approval Rate of ~66%

Minor League Baseball

Minor League Ballpark

- Develop Affiliated or Independent Minor League Baseball Stadium
 - ♥ Family & Youth Oriented Experience
- July 2008: Completed Financial & Market Feasibility Assessment
 - ♥ Results Indicated Positive Market Opportunity

RSI & Selection Process

- Late 2009: Distributed Requests for Statements of Interest (RSI)
 - ♥ *Four Responses Received by City in December 2009*
- February 2010: Entered Exclusive Negotiations with Opening Day Partners (ODP)
 - ♥ *After Extensive Interview Process*

RSI & Selection Process

- May 2010: Signed Letter of Intent with Opening Day Partners
- Final Negotiations on Lease & Development Agreements Remain Ongoing
 - ♥ *Anticipate City Council Approval in October 2010*

Site Selection – UH Lease

- May 2010: New University Leadership Questioned Previously Agreed Upon Uses of Site
- City Decision to Seek Other Sites
 - ♥ *Result of University Questions*
 - ♥ *Provide Greatest Economic Benefit to City*

Site Selection – RSI Process

- June 2010: RSI Process (3 Responses)
- Imperial Sugar / Tract 3 Selected as Preferred Location
 - ♥ *NE Corner of SH6 & U.S. 90A*
 - ♥ *North of Oyster Creek*
- September 21, 2010: Anticipated Final Site Selection by City Council
 - ♥ *Pending Outcome of Due Diligence*

Funding Mechanisms...cont'd

- SL4B Corporation Already Had Authority to Fund Such Projects & Not Included on Ballot
- SL4B will be Used for Stadium Funding

**Stadium Completely Funded
without Increase in Sales or
Property Tax Rates**

Due Diligence

Preferred Site Layout



Constructability Analysis

- Reasonable care that the City should exercise in researching the suitability of a site prior to acquisition
- Includes:
 - *Geotechnical Investigation*
 - *Environmental Assessment (Phase I)*
 - *FAA Clearances*

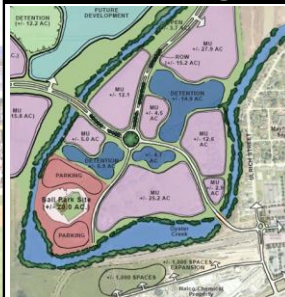
Constructability Analysis

- *Geotechnical Investigation*
 - *Construction will be Appropriate for Water Table & Soil Conditions*
- *Environmental Assessment (Phase I)*
 - *Assessment Revealed No Evidence of Recognized Environmental Conditions*
- *FAA Clearances*
 - *Unofficial Positive Responses: Form 7460 & Fireworks*

Quality of Life Analysis

- The City is committed to selecting a site that minimizes and / or eliminates any adverse impact to residents with respect to:
 - *Noise*
 - *Lighting*
 - *Traffic*
 - *Public Safety*

Minor League Baseball



- >0.5 Miles to Nearest House (Mayfield Park)
- >.6 to Miles Estates of Oyster Creek
- >.8 Miles to Brookside / Belknap

Quality of Life: Noise

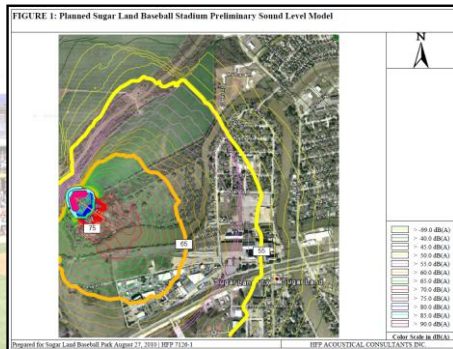
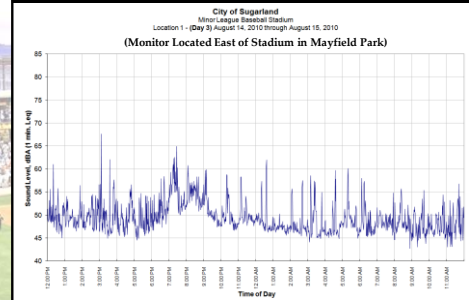
- *Noise Survey*
- *Methodology*
 - *Stadium Noise*
 - *Public Address System*
 - *All Uses: Baseball, Concerts, etc.*
- *Final Results: Will Meet All Existing Noise Ordinances*

Current Noise Standards

- Enacted February 2010
- Prior to 10:00 PM: Noise in existing residential area not to exceed 65 dB(A)
- After 10:00 PM: Noise in existing residential area not to exceed 50 dB(A)

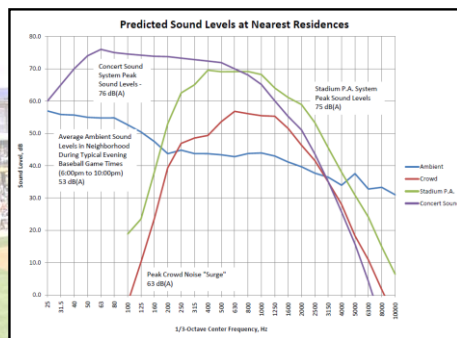
Exceptions Exist for Noise Surges of up to Additional +15 Decibels

Existing Ambient Noise



Levels of Common Sounds

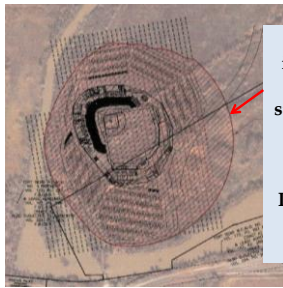
- 120 dB(A) – Rock Concert
- 110 dB(A) – Pro Football Game Stands
- 100 dB(A) – Chainsaw at Operator
- 90 dB(A) – Lawn Mower at Operator
- 80 dB(A) – Beside Busy Freeway
- 70 dB(A) – Speech at 3 - 4 Feet
- 60 dB(A) – Large Department Store
- 50 dB(A) – Suburban Neighborhood
- 40 dB(A) – Rural Area
- 30 dB(A) – Whisper at 5 Feet



Quality of Life: Lighting

- Lighting Survey
- Methodology
 - Stadium Lighting:
 - Spillover
 - Dark Sky
- Final Results: No Impact to Existing Neighborhoods

Quality of Life: Lighting



No illumination due to the stadium lights outside this perimeter.

Parking areas shall be lit separately.

Quality of Life: Lighting



Quality of Life: Lighting



Over 1,700 ft

Quality of Life: Traffic

- Traffic Study
- Methodology:
 - Internal Roadway Systems
 - Impact to Neighborhoods
 - State Routes
 - ODP Traffic Plan
- Final Results: No Negative Impact to Neighborhoods with Mitigation Measures

Traffic: Methodology Detail

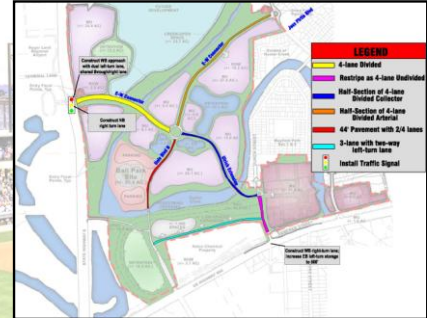
- Conducted Existing Traffic Counts
- Projected 2012 Traffic Volumes
- Estimated Stadium Traffic Volumes
- Analyzed Peak Arrival / Departure
- Identified Bottlenecks
- Evaluated Improvements

Quality of Life: Traffic

- Install Traffic Signal at SH 6 and E-W Connector
- Right-Turn Lanes
 - SH 6 at E-W Connector
 - US90A at Ulrich
- Proposed Roadway Types
 - E-W Connector – P4D
 - Ulrich Extension – C4D
 - Univ. Blvd N. – C2U with parking

Quality of Life: Traffic

- Before Opening Day in 2012, build half roadway cross-sections along:
 - *Ulrich Extension*
 - *Eastern portion of E-W Connector*
- Turn restrictions to minimize traffic impacts for neighborhoods
- Police control and signage at key locations such as connection points along Ulrich St and Univ. Blvd. N.



Quality of Life: Public Safety

- Security Plan
- Methodology
 - *Police Department Analysis*
 - *ODP Security Plan*
- Final Results: Security Plan with ODP will Ensure Public Safety Impact on Neighborhoods Less than if Developed as Single-Family Residential

Quality of Life: Public Safety

Police Department Research:

- Dell Diamond (Round Rock)
- Dr. Pepper Ballpark (Frisco)
- Citibank Ballpark (Midland)
- Whataburger Field (Corpus Christi)

In all cases, research found that crime was relatively low and the stadiums had very little impact.

Quality of Life: Public Safety

- PD Input on Stadium Design
- Areas of Responsibility Similar to Other Texas Stadiums
 - *Game-Day Police Presence in Stadium*
 - *Traffic Control*
- Staffing Levels to be Determined Once Design & Traffic Plan Complete

Public Information & Next Steps

Public Information Plan

Prior to Final Site Selection

- Press Release: Preliminary & Final Due Diligence Results
- Share Presentation on Website
- Speakers Bureau Available

Next Steps

- Share Summary of Public Input
- Final Site Selection
- City Hall Open House

